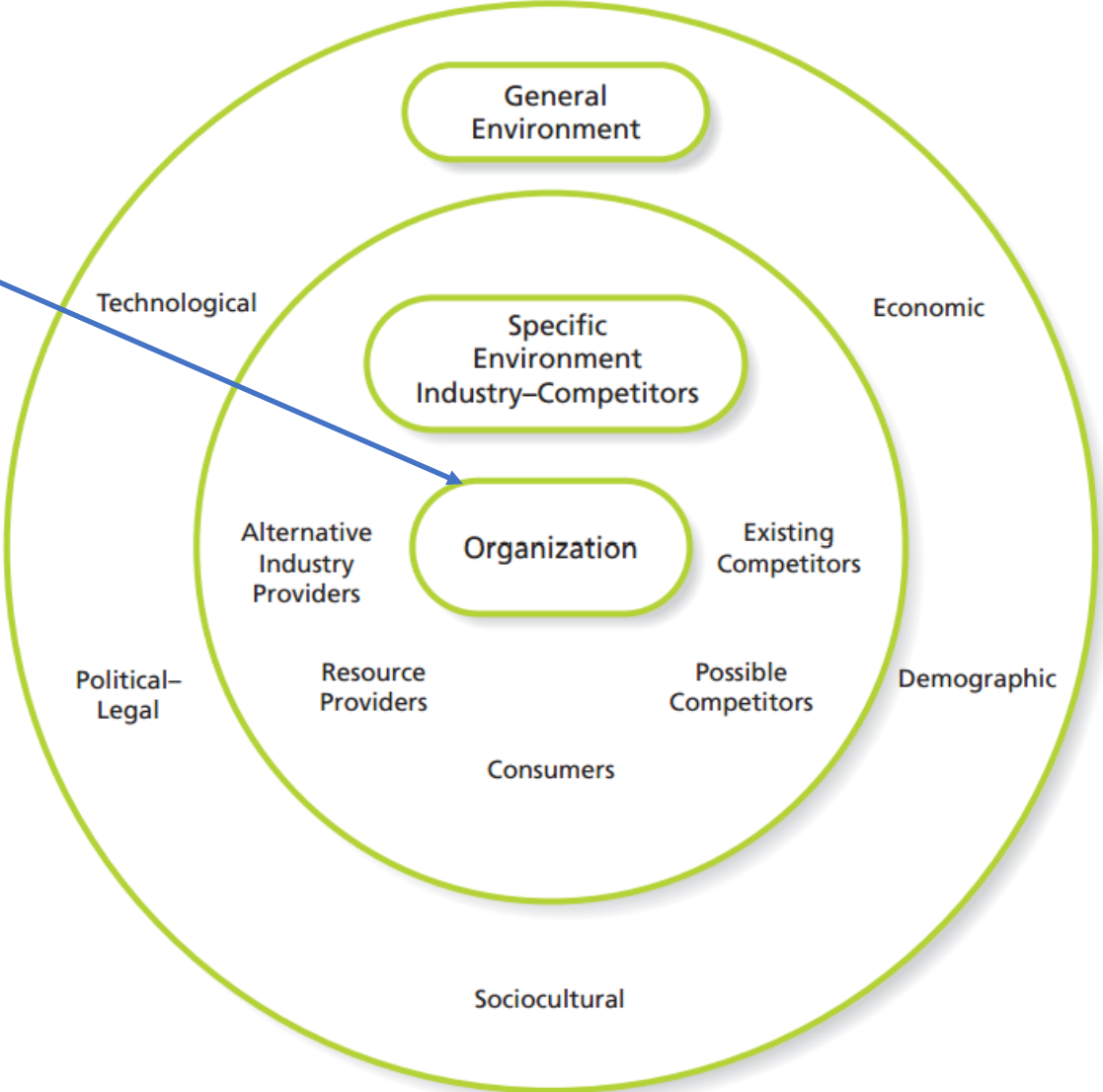


TOPIC 3 - How am I going to develop my business post-COVID 19?

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You are here



Capitalising on your business capabilities: An internal review

- Reconfiguring your business capabilities
- Capabilities well-managed companies tend to have
- Evaluating your capabilities (audit)
- Guidelines to keep you on track when evaluating

Business capabilities

- Business capabilities are the INTANGIBLE ASSETS that give your company an ability to innovate, or to respond to changing customer needs.
- **Capabilities – the collective skills, abilities and expertise of your company**
- They represent the ways that people and resources are brought together to accomplish work
- Your business capabilities define what your business is good at doing

Reconfiguring your business capabilities

- **Sensing.** Scan, search and explore opportunities across various markets and technologies
- **Seizing.** Once an opportunity is sensed, it must be seized and addressed through new products or services, processes, activities, etc.
- **Reconfiguring.** Seizing an opportunity may require renewal and reconfiguration of your business capabilities and investments in technologies, re-training, markets, etc.



Talent

Speed

Shared
mindset

Capabilities

Accountability

Learning

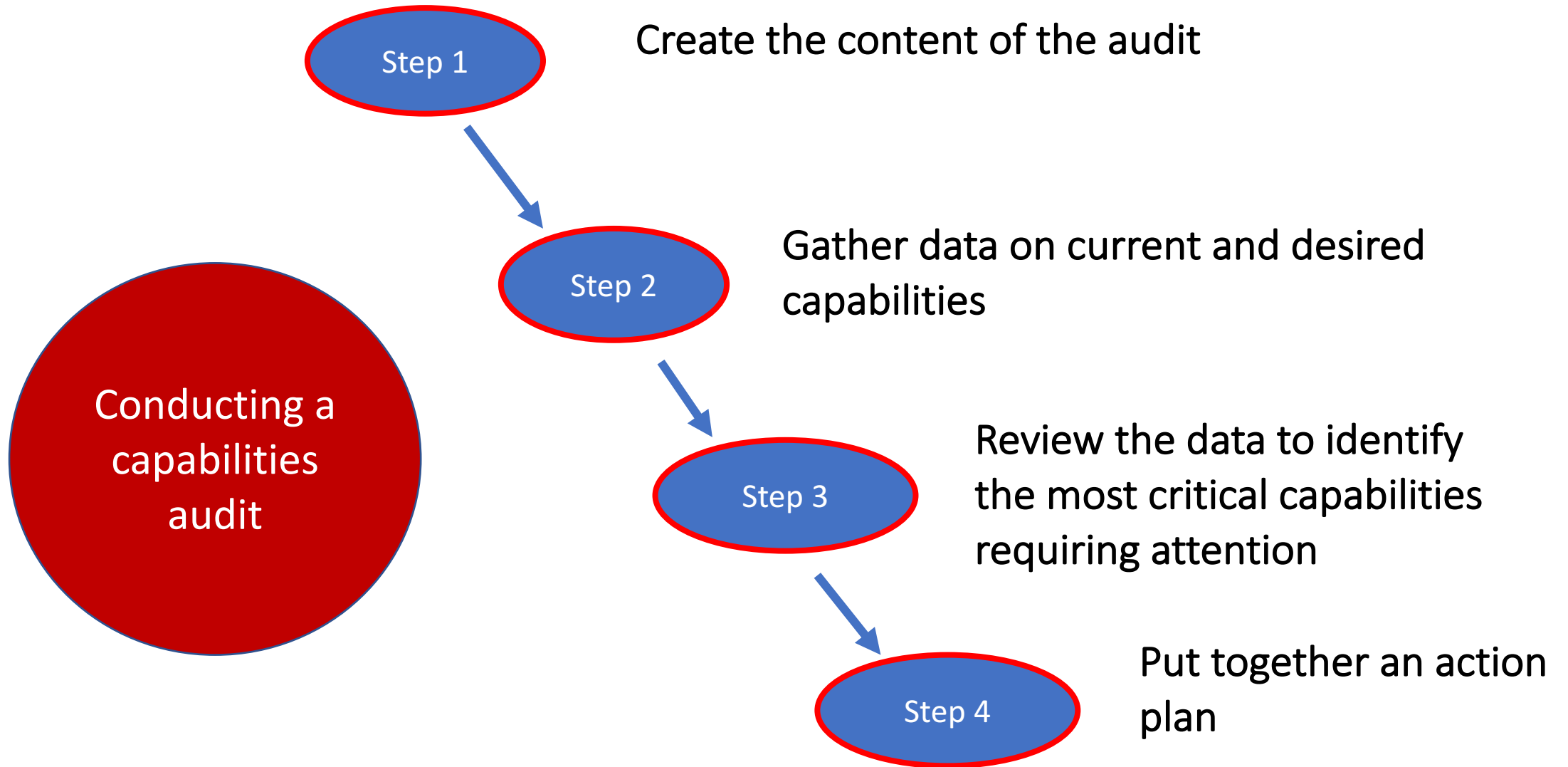
Leadership

Customer
connectivity

Strategic unity

Innovation

Efficiency



Guidelines to help you stay on track

- Get focused
- Learn from the best
- Create a virtuous cycle of assessment and investment
- Compare capability perceptions
- Avoid underinvestment in company intangibles
- Don't confuse capabilities with activities

Conclusions

An audit is a way of making capabilities visible and meaningful:

- It helps to assess your company's strengths and weaknesses
- It helps when defining strategy
- It support strategy execution
- It enables staff to make things happen
- It helps customers and employees recognise the company's intangible value